

PSA's:

During the third quarter NEWS 3 produced and aired a wide variety of public service announcements.

Partnership for Drug-Free America

The Partnership at Drugfree.org maintains a local chapter in Clark County, southern Nevada. The goal is to motivate and equip parents to prevent their children from using drugs and alcohol and to intervene and find help for those with kids in trouble.

NEWS 3 ran a series of PSA's that provided information, tools and support that empower parents to make a difference in their child's life.

Discovering that your child is using drugs or alcohol can be a scary experience for parents — you may feel alone, ashamed, and confused about what to do. Time To Act offers step-by-step advice and sympathetic guidance from top substance abuse experts, family therapists, scientists and fellow parents to help you understand why teens use and how to confront your child, set boundaries and seek outside help.

NEWS 3 ran extensively a series of PSA's ranging in length of :15 seconds to :30 second television spots encouraging ways and new approaches for parents to talk with their children about drug use.

NBC – The More You Know

TMYK Anti Smoking
TMYK Grunberg
TMYK Health Masi
TMYK Larter
TMYK Sweeney
TMYK Environ - Levi

2010 ELECTION

With the November election-approaching NEWS 3 produced and aired several PSA's with news talent that ranged in subjects from voter registration to encourage voting – your vote makes a difference.

American's Register
Call All American's
Decision Maker
For The People
It's About Voter Registration
Easier Than Ever

PSA – NEVADA CANCER INSTITUTE

Local non-profit – Miss Universe event for charity.

NEVADA WILD FEST

Proceeds go to Lili Claire
:30 Produced
:15 Produced X 3

BACK TO SCHOOL FAIR

4 weeks of PSA's promoting weekend the annual NEWS 3 Cox Cable "Back To School Fairs."

ENDS OF THE EARTH

From Polar Bears to Penguins children's interactive exhibit.
:30 PSA Produced